

## 2024 Annual EEO Public File Report

Period covered by this report: April 1, 2023 through March 31, 2024

- I. **Full time vacancies filled during reporting period:**
  - KACV-TV/Panhandle PBS Membership/Development Coordinator**
  - KACV-TV/Panhandle PBS Assistant Content Producer**
  - KACV-TV/Panhandle PBS Associate Content Producer**
  - KACV-TV/Panhandle PBS Production Manager**
  - KACV-TV/Panhandle PBS Marketing Coordinator**
  - KACV-TV/Panhandle PBS Data and Motion Graphics**
  - KACV-TV/Panhandle PBS Underwriter/Sales Agent**
  
- II. **Each position's recruitment and referral sources used to seek candidates for this vacancy:**

### **KACV-TV/ Panhandle PBS Membership/Development Coordinator**

Position was posted on Amarillo College web site [www.actx.edu/hr/employment](http://www.actx.edu/hr/employment).

Position was posted on Workable.com which automatically publishes on up to 200 job boards, including: Indeed, LinkedIn, Monster, Google, Jooble, and Zip Recruiter. Three candidates were interviewed by a committee of four. The committee included KACV-TV CEO; KACV-TV General Manager; out-going KACV-TV Membership/Development Coordinator; and Amarillo College Director of Media.

### **KACV-TV/ Panhandle PBS Assistant Content Producer**

Position was posted on Amarillo College web site [www.actx.edu/hr/employment](http://www.actx.edu/hr/employment).

Position was posted on Workable.com which automatically publishes on up to 200 job boards, including: Indeed, LinkedIn, Monster, Google, Jooble, and Zip Recruiter. A single candidate who served as an intern at the station was interviewed for this position by KACV-TV/Panhandle PBS CEO and hired.

### **KACV-TV/ Panhandle PBS Associate Content Producer**

Position was posted on Amarillo College web site [www.actx.edu/hr/employment](http://www.actx.edu/hr/employment).

Position was posted on Workable.com which automatically publishes on up to 200 job boards, including: Indeed, LinkedIn, Monster, Google, Jooble, and Zip Recruiter. Six candidates were interviewed by a committee of four. The committee included KACV-TV CEO; KACV-TV General Manager; out-going KACV-TV Production Manager, and Amarillo College Director of Media.

### **KACV-TV/ Panhandle PBS Production Manager**

Position was posted on Amarillo College web site [www.actx.edu/hr/employment](http://www.actx.edu/hr/employment).

Position was posted on Workable.com which automatically publishes on up to 200 job boards, Including: Indeed, LinkedIn, Monster, Google, Jooble, and Zip Recruiter. Six candidates were interviewed by a committee of four. The committee included KACV-TV CEO; KACV-TV General Manager; out-going KACV-TV Production Manager,

and Amarillo College Director of Media.

**KACV-TV/ Panhandle PBS Marketing Manager**

The KACV-TV CEO and KACV-TV General Manager saw a need for an internal marketing effort at the station and expanded the role of an existing employee.

**KACV-TV/ Panhandle PBS Data and Motion Graphics Specialist**

Position was posted on Amarillo College web site [www.actx.edu/hr/employment](http://www.actx.edu/hr/employment). Position was posted on Workable.com which automatically publishes on up to 200 job boards, including: Indeed, LinkedIn, Monster, Google, Jooble, and Zip Recruiter. A single candidate was interviewed for this position. The applicant applied for the Associate Content Producer position, but had a skillset better suited for different station needs. The committee who interviewed this candidate included KACV-TV CEO; KACV-TV General Manager; out-going KACV-TV Production Manager, and Amarillo College Director of Media.

**KACV-TV/ Panhandle PBS Underwriter/Sales Agent**

Position was posted on Amarillo College web site [www.actx.edu/hr/employment](http://www.actx.edu/hr/employment). Position was posted on Workable.com which automatically publishes on up to 200 job boards, including: Indeed, LinkedIn, Monster, Google, Jooble, and Zip Recruiter. Five candidates were interviewed by a KACV-TV CEO; KACV-TV General Manager; and a group of four - six staff members.

- III. **Total number of persons interviewed for full-time vacancies filled during period:**  
23
  
- IV. Amarillo College’s Recruiter met with the hiring manager for an intake conversation where the manager assisted in providing information regarding other discipline and/or industry outlets for the Recruiter to publish out job ads. Job posting links were shareable to personal and professional social media outlets.  
Amarillo College Recruiter  
Human Resources  
806-371-5254
  
- V. **Job Outreach/Recruitment/Training Activities During Period:**
  - A. During the reporting period, KACV-TV Production Manager conducted in-person student tours of the broadcast facilities, emphasizing the different areas of activity and the possibility of jobs in media. These included:
    1. Canyon Intermediate Gifted & Talented Tour 04-01-2023
    2. Lamar Elementary School Tour 11-17-2023
    3. West Plains Junior High School Tour 12-01-2023
    4. Forrest Hill Elementary School Tour 12-08-2023
    5. Highland Park Elementary School Tour 12-13-2023

- B. Training Programs:** Amarillo College’s Media, Arts, and Communication Department students worked and continues to work annually with KACV-TV to meet educational and outreach needs. The station is an integral part of Amarillo College’s educational program. The Production Manager and Technical Operations Specialist of the station assisted students in learning to use the broadcast studios, including lessons on camera operation, use of audio equipment, practice with switcher consoles, and other broadcast equipment. From helping students record “The AC Update,” a 3-5 minute single anchor newscast, to assisting with “The AC Report,” a complete half-hour newscast, KACV-TV is instrumental in providing students with hands-on experience and expert guidance as they explore broadcast and video careers. Our Introduction to Video class meets in the studio for part of each semester, thanks to this partnership. The station also provides students with screenings of relevant programming and the chance to build their resumes by assisting with various programs and events, such as leading panel discussions, assisting with video shoots during Panhandle PBS/ KACV-TV productions, as well as helping with film editing and promotions. These real-world experiences give students hands-on learning that goes beyond theoretical discussions available in a classroom setting.
- C. Scholarship Program:** During the reporting period due KACV-TV used \$5,010.00 for station projects using interns. Most of this was for pair interns to work on various station projects.
- D. Student Interns:** KACV-TV hosted two high school student interns as indicated:
1. One intern from AmTech High School 4-01-23 - 5-15-23
  2. One intern from AmTech High School 9-01-23 - 1-31-24
- These students reported to the Membership/Development Coordinator and General Manager.
- E. College Student Workers:** KACV-TV employed four part-time Amarillo College student workers during this reporting period. They reported to the Production Manager and Membership Specialist.
- F. Media Education:** KACV-TV did not host an Amarillo College Kids Camp in 2023.
- G. EEO Training: All station Staff Required Training – these online classes are required for all staff through Amarillo College:**
- Working Well with Everyone: 01. What is Diversity?
  - Working Well with Everyone: 02. The Diversity Continuum
  - Working Well with Everyone: 03. The Mistake of Stereotyping
  - Working Well with Everyone: 04. The Power of Inclusion
  - Working Well with Everyone: 05. Diversity = Greatness
  - AC TITLE IX TRAINING PART 1,2,3,4

**Supervisor Annual Training**

Americans with Disabilities Act for Managers  
Anti-Harassment for Managers

- H. **Texas Public Media Virtual Summit:** July 20, 2023. All KACV-TV employees participated in a virtual media summit hosted online by Texas Public Media. The day kicked off with words from Paula Kerger, followed with panel discussions, featuring other national PBS leaders. The day concluded with breakout sessions that were specific to a variety of disciplines.
- I. **Texas Public Media Board Meeting:** In August 2023, leaders of many of the Texas PBS stations gathered and met in Austin to share strategies and successes. There were also discussions about ways to work together for the common good of all stations and residents of Texas. KACV-TV's General Manager represented the station at this meeting.
- J. **Participation in Executive Director Leadership Circle, Amarillo Area Foundation**  
KACV-TV CEO and KACV-TV General Manager participated in Executive Directors' Leadership Circle monthly meetings to network and share ideas and strategies with leaders of other nonprofit organizations in the Texas Panhandle. Attendees gather in person and remotely.